

PX17

PX17 Attachment AV

Emails regarding chargebacks and "threats"

**From:** Jenny Johnson <jenny@revlive.net>  
**Sent:** Friday, February 10, 2017 9:32 PM  
**To:** 'Blair McNea' <bmcnea@gmail.com>  
**Subject:** % of threats that chargeback  
**Attach:** Threat %.xlsx

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Ok, so I think this is what you are looking for, this breaks out what kind of threats and then shows of all the threats we received, what % became a chargeback. I then broke it down based on if they got a partial refund, full refund or save sale.

I attached all clients, here is Wave Rock. In November of last year there were 9472 interactions, 829 of those made a threat and 68 turned into a chargeback. That's 8.2% that threatened and turned into a chargeback. 1041 of those interactions were a full refund, 665 of those had made a threat and 56 became a chargeback, so 8.42% What you can see if most of your chargebacks are coming from the people getting 100% refunds, so does it make sense to be giving them 100%?

Name	Total	CBThreat	%	BBBThreat	%
Wave Rock	9472	420	4.43%	166	
100	1041	351	33.72%	126	
75	33	5	15.15%	0	
60	167	9	5.39%	0	
50	37	3	8.11%	1	
35	180	5	2.78%	3	
15	1	0	0.00%	0	
10	72	2	2.78%	1	
18.71	14	0	0.00%	0	
9.41	310	1	0.32%	0	
0	6234	24	0.38%	23	
RMA/Clean Cancel	1383	20	1.45%	12	

Jenny Johnson - CEO | RevLive  
p : 303.218.6617 | skype: jennyfredjohn

RE: Walk through threat Cb analysis

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**From:** Jenny Johnson <jenny@revlive.net>  
**Sent:** Friday, February 10, 2017 9:49 PM  
**To:** bmcnea@gmail.com  
**Subject:** RE: Walk through threat Cb analysis

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I have my demo with Connect First at this time, can we do 4pm?

Jenny Johnson - CEO | RevLive

p : 303.218.6617 | skype: jennyfredjohn

-----Original Appointment-----

**From:** Google Calendar [mailto:[calendar-notification@google.com](mailto:calendar-notification@google.com)] **On Behalf Of** Blair McNea  
**Sent:** Friday, February 10, 2017 2:48 PM  
**To:** jenny@revlive.net; stelios@bluerocketbrands.com; laura@revguard.com  
**Subject:** Walk through threat Cb analysis  
**When:** Monday, February 13, 2017 3:00 PM-4:00 PM (UTC-07:00) Mountain Time (US & Canada).  
**Where:**

Manage all your calendars in one place.  
Download the Google Calendar app.

[more details »](#)

## Walk through threat Cb analysis

*When*

Mon Feb 13, 2017 3pm – 4pm Mountain Time

*Calendar*

jenny@revlive.net

*Who*

- Blair McNea
- organizer
- stelios@bluerocketbrands.com
- laura@revguard.com

RE: Walk through threat Cb analysis

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- jenny@revlive.net

Going?

[Yes](#) -

[Maybe](#) -

[No more options »](#)

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account jenny@revlive.net because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More](#).

<< File: invite.ics >>